## WHAT IS CLAIMED IS:

1. An aqueous starch enrobing slurry for coating the outer surface of a potato product having an as is solids content comprising:

ungelatinized starch and not less than 50% by weight rice flour.

- 2. The starch enrobing slurry of claim 1 having an as is solids content comprising not less than 60% by weight rice flour.
- 3. The starch enrobing slurry of claim 1 having an as is solids content comprising not less than 75% by weight rice flour.
- 4. The starch enrobing slurry of claim 1 wherein the ungelatinized starch is selected from the group consisting of potato, corn and tapioca starches.
- 5. The starch enrobing slurry of claim 1 wherein the ungelatinized starch is tapioca starch.
- 6. A process for preparing a frozen potato product with a film-like coating on the outer surface which comprises:

cutting the raw potatoes;

blanching the potatoes;

partially drying the potatoes;

coating the potatoes with an aqueous slurry, the slurry having an as is solids content comprising ungelatinized starch and not less than 50% by weight rice flour.

- 7. The process of claim 6 wherein the starch enrobing slurry has an as is solids content comprising not less than 60% by weight rice flour.
- 8. The process of claim 6 wherein the starch enrobing slurry has an as is solids content comprising not less than 75% by weight rice flour.
- 9. The process of claim 6 wherein the ungelatinized starch is selected from the group consisting of potato, corn and tapioca starches.
- 10. The process of claim 6 wherein the ungelatinized starch is tapioca starch.
- 11. A dry batter mix for coating the outer surface of a potato product having an as is solids content comprising:

ungelatinized starch and not less than 50% by weight rice flour.

- 12. The dry batter mix of claim 11 having an as is solids content comprising not less than 60% by weight rice flour.
- 13. The dry batter mix of claim 11 having an as is solids content comprising not less than 75% by weight rice flour.
- 14. The dry batter mix of claim 11 wherein the ungelatinized starch is selected from the group consisting of potato, corn and tapioca starches.

- 15. The dry batter mix of claim 11 claim wherein the ungelatinized starch is tapioca starch.
- 16. A method of producing a dry batter mix for coating the outer surface comprising:

blending ungelatinized starch and not less than 50% by weight rice flour.

- 17. A coated potato product which is the product of claim 1.
- 18. An aqueous starch enrobing slurry for coating the outer surface of a potato product having an as is solids content comprising:

ungelatinized, modified or unmodified potato starch having a crosslinking level of less than 400 ppm starch and not less than 35% by weight rice flour.

- 19. The aqueous starch slurry of claim 18 wherein the ungelatinized potato starch is unmodified.
- 20. A process for preparing a frozen potato product with a film-like coating on the outer surface which comprises:

cutting the raw potatoes;

blanching the potatoes;

partially drying the potatoes;

coating the potatoes with an aqueous slurry, the slurry having an as is solids content comprising ungelatinized, modified or unmodified potato starch

having a crosslinking level of less than 400 ppm starch and not less than 35% by weight rice flour.

- 21. The process of claim 20 wherein the ungelatinized potato starch is unmodified.
- 22. A dry batter mix for coating the outer surface of a potato product having an as is solids content comprising:

ungelatinized, modified or unmodified potato starch having a crosslinking level of less than 400 ppm starch and not less than 35% by weight rice flour.

- 23. The dry batter mix of claim 22 wherein the ungelatinized potato starch is unmodified.
- 24. A method of producing a dry batter mix for coating the outer surface comprising:

blending ungelatinized, modified or unmodified potato starch having a crosslinking level of less than 400 ppm starch and not less than 35% by weight rice flour.

- 25. The method of claim 24 wherein the ungelatinized potato starch is unmodified.
  - 26. A coated potato product which is the product of claim 20.